

Handy Type Index

AMERICAN TYPE FOUNDERS



This Handy Index

shows one-line samples of all ATF faces currently manufactured for stock. Most of them are immediately available from your authorized ATF Type Dealer. This catalog also gives information on sorts, spaces and quads, leads and slugs, etc. For quick reference, see table of contents on this page.

It's EASY TO ORDER any of the type faces or accessories shown. Simply indicate your requirements on an order blank, as furnished by your dealer, or, if you prefer, use your own purchase order or letterhead and mail it to your ATF type dealer. In most cases, he will make prompt shipment from his comprehensive stock.

How to use this Handy Type Index

TO HELP YOU CHOOSE the style and quantity of the face you need, just refer to the alphabetical listing of type faces. There you will find, accompanying each sample line, all you need to know about sizes made, number of characters in the font, etc. Here is an example of one of the entries with an explanation of the designations used:

Bernhard Gothic Medium 525 16 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five dozen jug|I23

6pt	26A	58a	21-1	12pt	18A	42a	11-1	24pt	7A	15a	7-1
8pt	22A	50a	17-1	14pt	15A	35a	10-1	30pt	5A	12a	5-1
10pt	21A	47a	15-1	18pt	9A	24a	8-1	36pt	3A	10a	4-1

Name and Number of Face

The full name and face number (Bernhard Gothic Medium 525) should be stated, as in some cases several weights and widths of the same face are available.

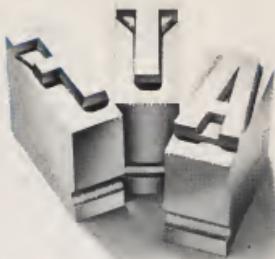
Alignment Position

The vertical rule in each specimen line graphically indicates the exact body size of the type. This enables you to see the placement of the face on the type body and the alignment position.

Type Sizes

The point sizes given refer to the body size of the type. These are usually simple designations, such as 24 pt, 30 pt, etc. In some cases, different face sizes are available on the same body size, as in the Copperplate Gothics. For instance, 6 pt No. 1, 6 pt No. 2, 6 pt No. 3, etc. Sizes printed 18/24 or 120/96 should be read "18 point face on 24 pt body," or "120 point face on 96 point body."

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Contents of a Font

Fonting schemes for every size are also shown. These schemes indicate the quantity of every character contained in the font, in a correct proportion based on the frequency with which the various letters of the alphabet are used.

In our example, 6 pt Bernhard Gothic Medium shows a scheme of 26A, 58a, 21 figures 1. To determine the quantity of the other characters contained in the font, refer to the table on page 14. For the caps, simply follow down the column headed 26. Do the same with the column headed 58 and 21 on the proper "Lowercase" and "Figures" tables.

Alternate Gothic No. 1-6

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABCDE
Pack my box with five dozen jugs|1234567890

8pt	35A 65a 22-1	18pt	17A 31a 11-1	42pt	7A 11a 5-1
10pt	35A 60a 21-1	24pt	13A 20a 10-1	48pt	6A 10a 4-1
12pt	31A 53a 17-1	30pt	11A 17a 8-1	60pt	5A 8a 4-1
14pt	26A 45a 17-1	36pt	9A 13a 5-1	72pt	5A 5a 4-1

Alternate Gothic No. 2-7

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|A
Pack my box with five dozen jugs|12345

8pt	31A 60a 21-1	18pt	15A 27a 10-1	42pt	6A 10a 5-1
10pt	35A 52a 17-1	24pt	17A 17a 8-1	48pt	5A 8a 4-1
12pt	27A 46a 17-1	30pt	9A 15a 7-1	60pt	4A 6a 3-1
14pt	21A 39a 13-1	36pt	7A 13a 5-1	72pt	4A 5a 4-1

American Typewriter 11

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JU|
Pack my box with five dozen ju|123

6pt	34A 60a 22-1	18pt	12A 24a 9-1	42pt	5A 9a 4-1
8pt	29A 53a 21-1	24pt	9A 21a 7-1	48pt	4A 7a 3-1
10pt	26A 46a 17-1	30pt	8A 13a 7-1	60pt	3A 5a 3-1
12pt	24A 41a 13-1	36pt	6A 10a 5-1	72pt	3A 4a 4-1
14pt	20A 34a 11-1				

American Typewriter 11

10 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABCDEFG
Pack my box with five dozen jugs|1234567

10pt 20A 31a 9-1

Americana 725

18 pt. shown

PACK MY BOX WITH FIV|
Pack my box with five | 123

10pt	21A 37a 16-1	18pt	9A 18a 9-1	48pt	3A 5a 3-1
12pt	17A 31a 11-1	24pt	7A 11a 7-1	60pt	3A 5a 3-1
14pt	15A 26a 11-1	30pt	5A 9a 6-1	72pt	3A 3a 4-1

Bank Gothic Light 532

18-10 shown

PACK MY BOX|123

6-1	28A 20-1	6-4	17A 12-1	12-7	13A 7-1
6-2	25A 17-1	12-5	18A 10-1	12-8	10A 7-1
6-3	21A 13-1	12-6	15A 9-1	18-9	7A 5-1

Bank Gothic Medium 533

18-20 shown

PACK MY BOX|123

6-11	28A 20-1	12-15	17A 10-1	12-18	10A 5-1
6-12	24A 15-1	12-16	15A 9-1	18-19	7A 5-1
6-13	20A 13-1	12-17	12A 8-1	18-20	5A 4-1
6-14	17A 11-1				

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18 pt. shown

Bank Script 1540

18 pt. shown

Pack My Box With Five Doze|123

14pt 11A 38a 13-1 18pt 7A 24a 9-1 24pt 5A 15a 7-1

P. T. Barnum 944

24 pt. shown

PACK MY BOX WITH F|

Pack my box with five|1234

10pt	22A 41a 17-1	18pt	12A 25a 10-1	36pt	5A 9a 5-1
12pt	18A 35a 13-1	24pt	8A 13a 8-1	48pt	4A 7a 4-1
14pt	16A 30a 11-1	30pt	7A 13a 7-1		

Baskerville Roman 15

18 pt. No. 2 shown

PACK MY BOX WITH FIVE|

Pack my box with five dozen|123

18-1	11A 24a 10-1	24pt	7A 15a 7-1	36pt	4A 8a 4-1
18-2	9A 20c 9-1	30pt	5A 10c 5-1	48pt	3A 3c 3-1

Bernhard Fashion 527

18 pt. shown

PACK MY BOX WITH FII|

Pack my box with five dozen jugs|12345

12pt	13A 47a 15-1	18pt	7A 27a 10-1	24pt	5A 17a 8-1
14pt	11A 40a 12-1				

Bernhard Gothic Heavy 530

18 pt. shown

PACK MY BOX WITH FIVE DI|

Pack my box with five dozen j|123

8pt	21A 45a 15-1	12pt	17A 38a 11-1	18pt	9A 21a 8-1
10pt	20A 43a 13-1	14pt	15A 30a 9-1	24pt	7A 13a 5-1

Bernhard Gothic Light 528

18 pt. shown

PACK MY BOX WITH FIVE DOZ|

Pack my box with five dozen ju|1234

4pt	26A 60a 21-1	12pt	20A 42a 12-1	18pt	10A 24a 8-1
8pt	23A 50a 19-1	14pt	16A 35a 11-1	24pt	7A 15a 7-1
10pt	22A 47a 15-1				

Bernhard Gothic Medium 525

18 pt. shown

PACK MY BOX WITH FIVE DI|

Pack my box with five dozen jug|123

6pt	26A 59a 21-1	12pt	18A 42a 11-1	24pt	7A 15a 7-1
8pt	22A 52a 17-1	14pt	15A 33a 10-1	30pt	5A 12a 5-1
10pt	21A 47a 15-1	18pt	9A 24a 8-1	36pt	5A 10a 4-1

Bernhard Gothic Med. Italic 537

18 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five dozen ju|123

10pt 21A 46a 15-1

12pt 18A 42a 12-1

Bernhard Modern Roman 668

18 pt. shown

PACK MY BOX WITH FIVE DO|
Pack my box with five dozen jugs|123

8pt 21A 50a 19-1
10pt 21A 48a 13-1
12pt 18A 46a 12-114pt 15A 34a 10-1
16pt 9A 23a 9-1
24pt 7A 15a 7-136pt 5A 10a 4-1
48pt 3A 7a 3-1
72pt 3A 5a 3-1**Bernhard Tango 582**

18 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five dozen jugs|1234

18pt 9A 28a 9-1

24pt 7A 18a 7-1

Bodoni 22

18 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five dozen|1234

8pt 20A 44a 21-1
10pt 21A 41a 15-112pt 17A 35a 13-1
14pt 15A 31a 11-118pt 9A 21a 9-1
24pt 8A 14a 8-1**Bodoni Bold 24**

18 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five doze|123

8pt 20A 40a 17-1
10pt 20A 38a 13-112pt 17A 33a 11-1
14pt 15A 30a 10-118pt 9A 20a 8-1
24pt 7A 12a 7-1**Bodoni Book 27**

18 pt. shown

PACK MY BOX WITH FIVE DOZE|
Pack my box with five dozen jug|123

8pt 21A 45a 21-1
10pt 22A 44a 17-112pt 19A 39a 13-1
14pt 17A 35a 11-118pt 10A 22a 9-1
24pt 9A 15a 7-1**Bodoni Italic 23**

18 pt. shown

PACK MY BOX WITH FIVE DO|
Pack my box with five dozen ju|123

8pt 20A 43a 21-1
10pt 20A 41a 17-112pt 17A 36a 13-1
14pt 15A 32a 11-118pt 10A 21a 9-1
24pt 8A 13a 7-1**Bodoni Open 544**

18 pt. shown

PACK MY BOX WITH FIVE D|
Pack my box with five dozen|1234

18pt 10A 21a 9-1

24pt 8A 13a 7-1

Boxhead Gothics 38

4-11 shown

PACK MY BOX WITH FIVE DOZEN JUGS & ANGELIC FELINE WHODUNIT STUFFY REYES 11-12345678905 PACK
4-11 40A 27-1 4-101 44A 30-1

Brush 689

18 pt. shown

Pack My Box With Five Doze|123

12pt 14A 41a 10-1
14pt 12A 34a 9-1
18pt 8A 23a 7-124pt 6A 15a 5-1
30pt 5A 12a 4-1
36pt 4A 10a 4-148pt 3A 8a 3-1
50pt 3A 7a 4-1
72pt 3A 5a 3-1**Card Light Litho 45**

12-2 shown

PACK MY BOX WITH FIVE DOZ|123

6-2 26A 22-1
6-3 23A 21-16-4 20A 21-1
12-1 20A 17-1

12-2 15A 11-1

Caslon No. 540—233

18 pt. shown

PACK MY BOX WITH FIV|
Pack my box with five doze|123

8pt 18A 45a 20-1
10pt 18A 44a 15-112pt 15A 32a 12-1
14pt 12A 27a 11-118pt 8A 18a 9-1
24pt 6A 11a 7-1**Caslon Bold 817**

18 pt. shown

PACK MY BOX WITH FI|
Pack my box with five|123

10pt 17A 35a 15-1
12pt 15A 30a 12-114pt 12A 25a 9-1
18pt 8A 17a 7-1

24pt 6A 11a 5-1

Caslon Bold Condensed 818

18 pt. shown

PACK MY BOX WITH FIVE DOZ|
Pack my box with five dozen ju|123

18pt 10A 23a 9-1
24pt 8A 15a 8-136pt 5A 9a 4-1
48pt 3A 6a 3-160pt 3A 6a 3-1
72pt 3A 4a 2-1**Caslon Italic No. 540—234**

18 pt. shown

PACK MY BOX WITH F|
Pack my box with five dozen|1234

8pt 21A 46a 20-1
10pt 19A 49a 15-112pt 15A 37a 12-1
14pt 12A 35a 11-118pt 7A 21a 8-1
24pt 5A 12a 7-1

Caslon Oldstyle No. 471-50

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

8pt 21A 53a 21-1 12pt 15A 38a 13-1 18pt 9A 22a 9-1
 10pt 20A 50a 15-1 14pt 14A 33a 11-1 24pt 6A 13a 7-1

Caslon Openface 1571

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

12pt 15A 38a 12-1 18pt 8A 21a 8-1 24pt 5A 14a 7-1
 14pt 12A 30a 10-1

Century Bold 55

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

8pt 20A 40a 20-1 12pt 16A 32a 12-1 18pt 9A 18a 9-1
 10pt 19A 39a 15-1 14pt 13A 26a 11-1 24pt 7A 12a 7-1

Century Bold Condensed 56

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|1234567890

11pt 14A 26a 11-1 35pt 7A 11a 5-1 72pt 4A 4a 4-1
 24pt 11A 17a 9-1 48pt 5A 8a 4-1

Century Catalogue 444

12 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|1234567890

10pt 20A 43a 17-1 12pt 17A 37a 13-1

Century Expanded 59

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

4pt 33A 63a 31-1 10pt 18A 37a 15-1 18pt 9A 18a 9-1
 6pt 24A 50a 26-1 12pt 16A 32a 12-1 24pt 6A 11a 7-1
 8pt 18A 40a 20-1 14pt 13A 26a 11-1

Century Expanded Italic 60

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

8pt 18A 41a 20-1 12pt 15A 34a 12-1 18pt 8A 18a 9-1
 10pt 18A 40a 15-1 14pt 13A 27a 11-1 24pt 6A 11a 7-1

Century Oldstyle 61

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|1234

4pt 24A 49a 26-1 10-2 21A 43a 16-1 18pt 8A 18a 9-1
 8pt 20A 42a 21-1 12pt 16A 33a 13-1 24pt 7A 12a 8-1
 10pt 19A 38a 17-1 14pt 14A 28a 11-1

Century Oldstyle Bold 63

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

8pt 18A 38a 13-1 14pt 12A 25a 9-1 24pt 6A 11a 5-1
 10pt 17A 34a 11-1 18pt 8A 17a 7-1 30pt 5A 9a 4-1
 12pt 15A 30a 10-1

Century Oldstyle Italic 62

12 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|1234567890

8pt 20A 45a 17-1 12pt 16A 35a 11-1 18pt 8A 20a 8-1
 10pt 18A 40a 13-1 14pt 14A 28a 10-1 24pt 6A 12a 7-1

Century Schoolbook 454

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

6pt 25A 50a 26-1 14pt 13A 26a 11-1 30pt 5A 10a 5-1
 8pt 20A 41a 21-1 18pt 9A 18a 9-1 36pt 5A 8a 4-1
 10pt 17A 38a 17-1 24pt 7A 12a 7-1 48pt 3A 5a 3-1
 12pt 16A 32a 13-1

Century Schoolbook Bold 479

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|1234

6pt 23A 45a 19-1 14pt 12A 23a 9-1 30pt 5A 9a 5-1
 8pt 20A 36a 15-1 18pt 8A 16a 8-1 36pt 4A 7a 4-1
 10pt 17A 34a 17-1 24pt 6A 10e 5-1 48pt 3A 5a 3-1
 12pt 15A 29a 13-1

Century Schoolbook Italic 465

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

6pt 22A 50a 21-1 12pt 15A 33a 12-1 24pt 6A 12a 7-1
 8pt 18A 41a 19-1 14pt 13A 28a 10-1 30pt 5A 10a 5-1
 10pt 18A 39a 13-1 18pt 8A 19a 8-1 36pt 4A 8a 4-1

Cheltenham Bold 67

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS
 Pack my box with five dozen jugs|123

10pt 19A 40a 12-1 18pt 9A 20a 8-1 36pt 4A 9a 4-1
 12pt 15A 36a 12-1 24pt 7A 13a 7-1 48pt 3A 6a 3-1
 14pt 13A 29a 10-1

Cheltenham Bold Condensed 68

18 pt. shown

PACK MY BOX WITH FIVE DOZEN|
Pack my box with five dozen jug|1234

12pt 22A 44a 17-1

18pt 12A 25a 10-1

36pt 6A 11a 5-1

14pt 17A 35a 13-1

24pt 9A 16a 8-1

Cheltenham Bold Extra Cond. 70

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABC
Pack my box with five dozen jugs|123456789

8pt 34A 65a 22-1

14pt 24A 44a 13-1

36pt 10A 16a 8-1

10pt 32A 60a 21-1

18pt 16A 31a 11-1

36pt 8A 13a 5-1

12pt 29A 52a 17-1

24pt 12A 20a 9-1

48pt 5A 9a 4-1

Civilité 482

18 pt. shown

Pack My Box With Five Dogen Jugs|12345

12pt 14A 60a 21-1

18pt 7A 38a 15-1

24pt 5A 24a 11-1

14pt 12A 34a 19-1

Cloister Black 98

18 pt. shown

Pack My Box With Five D|123

18pt 7A 22a 8-1

24pt 5A 15a 7-1

36pt 4A 10a 4-1

Commercial Script 107

18 pt. shown

Pack My Box With Five Doze|123

18pt 8A 20a 10-1

24pt 6A 14a 8-1

Cooper Black 1590

18 pt. shown

PACK MY BOX WITH F|

Pack my box with|1234

18pt 7A 14a 7-1

30pt 4A 7a 4-1

48pt 3A 4a 3-1

24pt 5A 9a 5-1

36pt 3A 5a 3-1

Cooper Black Italic 1592

18 pt. shown

PACK MY BOX WITH FI|

Pack my box with five|123

18pt 7A 15a 8-1

24pt 5A 10a 6-1

36pt 3A 6a 3-1!

Copperplate Gothic Heavy 130

18-30 pt. shown

PACK MY BOX|1234

6-21 33A 23 1

12-25 19A 12-1

12-28 11A 7-1

6-22 29A 21-1

12-26 16A 7-1

18-27 8A 7-1

6-23 24A 17-1

12-27 13A 9-1

18-30 6A 5-1

6-24 19A 13-1

*For best service contact your ATF type dealer***Copperplate Goth. Hvy. Cond. 129**

18-20 shown

PACK MY BOX WITH|123

6-11 40A 27-1

6-14 25A 19-1

12-17 17A 10-1

6-12 34A 22-1

12-15 23A 15-1

12-18 11A 9-1

6-13 29A 21-1

12-16 21A 12-1

Copperplate Goth. Hvy. Extend. 135

18-80 shown

PACK MY BI|123

6-71 28A 21-1

6-74 15A 11-1

12-77 11A 7-1

6-72 24A 19-1

12-75 13A 9-1

12-78 9A 5-1

Copperplate Gothic Light 128

18-10 shown

PACK MY BOX|1234

6-1 33A 23-1

6-4 19A 13-1

12-7 13A 7-1

6-2 29A 21-1

12-5 19A 12-1

12-8 8A 5-1

6-3 24A 17-1

12-6 16A 10-1

Copperplate Gothic Lt. Cond. 131

18-40 shown

PACK MY BOX WITH|123

6-31 40A 27-1

6-34 25A 19-1

12-37 17A 10-1

6-32 34A 22-1

12-35 23A 15-1

12-38 15A 9-1

6-33 29A 21-1

12-39 21A 12-1

Copperplate Goth. Lt. Extend. 134

18-70 shown

PACK MY BI|123

6-61 28A 20-1

6-64 16A 11-1

12-67 11A 7-1

6-62 24A 17-1

12-65 13A 9-1

12-68 9A 5-1

7-63 20A 13-1

12-66 13A 8-1

Craw Clarendon 710

18 pt. shown

PACK MY BOX WITH|

Pack my box with|1234

10pt 15A 30a 10-1

24pt 5A 10a 5-1

60pt 4A 4a 3-1

12pt 13A 25a 9-1

30pt 4A 8a 4-1

72pt 3A 3a 2-1

14pt 11A 22a 8-1

36pt 3A 6a 3-1

72pt 3A 4a 1-1

Craw Clarendon Book 712

18 pt. shown

PACK MY BOX WITH F|

Pack my box with fiv|123

14pt 12A 22a 9-1

30pt 4A 8a 4-1

60pt 3A 3a 3-1

18pt 7A 15a 7-1

36pt 4A 7a 4-1

72pt 3A 4a 2-1

24pt 5A 10a 6-1

48pt 3A 5a 3-1

72pt 3A 4a 1-1

Craw Clarendon Condensed 717

18 pt. shown

PACK MY BOX WITH FIVE DOZE|

Pack my box with five dozen|123

14pt 17A 30a 11-1

24pt 9A 13a 7-1

36pt 6A 5a 3-1

18pt 11A 21a 9-1

Garamond Italic 460

18 pt. shown

PACK MY BOX WITH FIVE DOZ|*Pack my box with five dozen jugs|1234567*8pt 21A 50a 21-1
10pt 22A 51a 17-112pt 20A 45a 15-1
14pt 17A 40a 13-118pt 11A 26a 11-1
24pt 8A 17a 9-1**Gothic Condensed No. 529-268**

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABCDEFGHI*Pack my box with five dozen jugs|1234567890|ab*6pt 39A 70a 27-1
8pt 36A 65a 23-1
10pt 36A 63a 21-112pt 30A 55a 17-1
14pt 25A 45a 13-1
16pt 18A 34a 11-124pt 13A 23a 9-1
36pt 9A 15a 7-1
48pt 6A 11a 4-1**Gothic No. 544-263**

18 pt. shown

PACK MY BOX WITH FIVE|*Pack my box with five do|123*8pt 18A 40a 15-1
10pt 19A 39a 12-1

12pt 15A 30a 10-1

18pt 9A 18a 7-1

Gothic No. 545-264

18 pt. shown

PACK MY BOX WITH FII|*Pack my box with five|123*8pt 17A 38a 15-1
10pt 15A 30a 9-1
12pt 13A 29a 8-118pt 8A 17a 5-1
24pt 6A 11a 5-1
30pt 4A 9a 4-136pt 4A 7a 3-1
48pt 3A 5a 3-1**Gothic Outline Title No. 61-1676**

18 pt. shown

PACK MY BOX WITH FIVE|1234516pt 11A 9-1
24pt 9A 7-138pt 5A 4-1
48pt 4A 3-166/72 3A 3-1
72pt 3A 3-1**Goudy Bold 446**

18 pt. shown

PACK MY BOX WITH FIV|*Pack my box with five doz|123*8pt 18A 41a 17-1
10pt 18A 39a 15-1
12pt 16A 33a 11-114pt 13A 27a 10-1
18pt 8A 18a 8-1
24pt 6A 12a 7-130pt 5A 9a 5-1
36pt 4A 8a 4-1
60pt 3A 5a 4-1**Goudy Italic 179**

18 pt. shown

PACK MY BOX WITH FIVE D|*Pack my box with five dozen jugs|123*8pt 21A 49a 21-1
10pt 21A 46a 17-112pt 17A 40a 13-1
14pt 15A 33a 11-118pt 9A 22a 9-1
24pt 7A 14a 7-1**Goudy Oldstyle 178**

18 pt. shown

PACK MY BOX WITH FIVE|*Pack my box with five dozen|123*8pt 20A 44a 21-1
10pt 20A 42a 15-112pt 17A 36a 13-1
14pt 14A 30a 11-118pt 9A 20a 9-1
24pt 7A 13a 7-1**Headline Gothic 650**

24 pt. shown

PACK MY BOX WITH|123424pt 9A 7-1
36pt 5A 4-1
48pt 4A 3-172pt 3A 3-1
84pt 3A 3-196pt 3A 3-1
120pt 3A 3-1**Heritage 702**

18 pt. shown

Pack My Box With Five Dozen Jugs|1234567890

14pt 18A 42a 17-1

18pt 11A 26a 12-1

24pt 8A 16a 9-1

Huxley Vertical 596

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|1234567890

18pt 19A 13-1

24pt 15A 11-1

36pt 11A 8-1

Kaufmann Bold 657

18 pt. shown

Pack My Box With Five Dozen|12312pt 17A 40a 12-1
14pt 15A 35a 11-118pt 9A 22a 9-1
24pt 7A 15a 7-130pt 6A 12a 5-1
36pt 5A 10a 5-1**Kaufmann Script 652**

18 pt. shown

Pack My Box With Five Dozen Ju|12312pt 20A 44a 15-1
14pt 17A 40a 13-1

18pt 11A 25a 10-1

24pt 8A 16a 8-1

Keynote 579

24 pt. shown

Pack My Box With Five Dozen|123

18pt 11A 32a 12-1

24pt 9A 20a 9-1

Liberty 511

18 pt. shown

Pack My Box With Five Dozen Jug|12312pt 13A 40a 20-1
14pt 11A 49a 17-118pt 7A 35a 13-1
24pt 5A 24a 11-130pt 4A 20a 9-1
36pt 4A 16a 8-1

Lightline Gothic 222

18 pt. shown

PACK MY BOX WITH FIVE DOZI|
Pack my box with five dozen|123

6-3 31A 65a 22-1 10pt 21A 44a 13-1 14pt 16A 52a 10-1
 6-4 26A 55a 21-1 12pt 20A 38a 11-1 16pt 10A 22a 8-1
 8pt 22A 47a 17-1

Lightline Title Gothic 480

12-8 shown

PACK MY BOX WITH FIVE DOZEN|123

6-1 44A 30-1 6-3 31A 22-1 6-4 26A 21-1
 6-2 38A 26-1

Lydian 666

18 pt. shown

PACK MY BOX WITH FIVE DOZI|
Pack my box with five dozen|123

10pt 18A 44a 15-1 11pt 8A 22a 9-1 36pt 4A 9a 4-1
 12pt 15A 37a 12-1 24pt 6A 13a 7-1 48pt 3A 7a 3-1
 14pt 13A 32a 11-1 30pt 5A 11a 5-1

Lydian Bold 673

18 pt. shown

PACK MY BOX WITH FIVE DOZI|
Pack my box with five dozen|123

12pt 15A 38a 13-1 24pt 6A 13a 7-1 36pt 4A 9a 4-1
 18pt 8A 21a 9-1 30pt 5A 11a 5-1 48pt 3A 6a 3-1

Lydian Cursive 682

18/24 pt. shown

Pack My Box With Five Dozen|1234

18/24* 8A 20a 8-1 24pt* 6A 15a 5-1 36pt* 4A 9a 4-1

+Angle body

Lydian Italic 667

18 pt. shown

PACK MY BOX WITH FIVE DOZEN|
Pack my box with five dozen|123456

12pt 21A 40a 12-1 18pt 12A 24a 9-1 24pt 9A 15a 7-1
 14pt 18A 36a 11-1

Murray Hill 711

24 pt. shown

Pack My Box With Five|1234

14pt 14A 53a 13-1 24pt 7A 22a 8-1 48pt 3A 12a 4-1
 18pt 9A 36a 10-1 36pt 4A 15a 6-1

Murray Hill Bold 713

24 pt. shown

Pack My Box With Five|123

14pt 12A 49a 11-1 30pt 5A 15a 6-1 60pt 3A 9a 4-1
 18pt 8A 29a 9-1 34pt 4A 13a 6-1 72pt 3A 7a 4-1
 24pt 5A 19a 8-1 48pt 3A 9a 4-1

News Gothic 338

18 pt. shown

PACK MY BOX WITH FIVE DOZI|
Pack my box with five doze|123

6pt 25A 48a 21-1 18pt 10A 20a 8-1 42pt 4A 8a 4-1
 8pt 22A 43a 17-1 24pt 8A 13a 7-1 48pt 4A 6a 3-1
 10pt 22A 40a 13-1 30pt 6A 11a 5-1 60pt 3A 6a 3-1
 12pt 19A 36a 11-1 36pt 5A 9a 4-1 72pt 3A 4a 3-1
 14pt 16A 29a 10-1

News Gothic Bold 715

18 pt. shown

PACK MY BOX WITH FIVE DI|
Pack my box with five d|123

6pt 23A 45a 17-1 18pt 9A 17a 7-1 42pt 4A 6a 3-1
 8pt 20A 39a 14-1 24pt 7A 11a 6-1 48pt 4A 5a 3-1
 10pt 18A 35a 11-1 30pt 6A 9a 4-1 60pt 3A 4a 3-1
 12pt 17A 32a 10-1 36pt 5A 8a 4-1 72pt 3A 4a 3-1
 14pt 15A 26a 9-1

News Gothic Condensed 339

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|
Pack my box with five dozen jugs|1234

6pt 31A 58a 22-1 18pt 14A 26a 10-1 42pt 6A 10a 5-1
 8pt 28A 52a 20-1 24pt 11A 18a 8-1 48pt 5A 9a 4-1
 10pt 25A 49a 19-1 30pt 9A 15a 7-1 60pt 4A 7a 3-1
 12pt 25A 45a 15-1 36pt 7A 12a 5-1 72pt 4A 5a 4-1
 14pt 21A 39a 13-1

News Gothic Condensed Bold 724

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGI|
Pack my box with five dozen p|12345

8pt 33A 54a 25-1 12pt 29A 45a 19-1 18pt 15A 26a 11-1
 10pt 31A 50a 19-1 14pt 23A 38a 15-1 24pt 12A 17a 9-1

News Gothic Extra Cond. 340

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABCDEFHIJKLMNOPQ
Pack my box with five dozen jugs|1234567890|abcdefghijklmnopqrstuvwxyz

6pt 45A 65a 30-1 14pt 35A 60a 21-1 36pt 12A 18a 8-1
 8pt 41A 75a 28-1 18pt 22A 48a 17-1 48pt 9A 14a 7-1
 10pt 45A 75a 23-1 24pt 18A 28a 13-1 60pt 7A 11a 5-1
 12pt 40A 70a 22-1 30pt 15A 23a 10-1 72pt 7A 7a 4-1

Optical Character Recognition

Type Size A

ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

+ - = * / ^ < > { } ? ! , .

12pt 18A 14-1

Punctuation marks
packaged separately

Onyx 661

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABC
Pack my box with five dozen jugs|123456789

18pt 15A 30a 12-1
24pt 13A 20a 10-1

30pt 11A 17a 8-1

36pt 9A 15a 7-1

Park Avenue 577

18 pt. shown

Pack My Box With Five Dozen|1234

12pt 13A 44a 17-1
14pt 12A 40a 15-118pt 8A 28a 11-1
24pt 5A 17a 5-130pt* 4A 13a 7-1
36pt* 3A 11a 5-1
*Angle body**Phenix 651**

24 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|ABCDEF
Pack my box with five dozen jugs|1234567890

26pt 17A 28a 12-1

30pt 15A 23a 10-1

Piranesi Bold Italic 570

18 pt. shown

Pack My Box With Five Do|123

12pt 13A 44a 13-1
14pt 11A 38a 11-118pt 7A 25a 9-1
24pt* 4A 15a 5-1

*Angle body

Piranesi Italic 547

18 pt. shown

Pack My Box With Five Dozen Jug|123

12pt 15A 53a 20-1
14pt 13A 45a 17-1

18pt 8A 30a 13-1

24pt* 5A 18a 9-1
*Angle body**Railroad Gothic 364**

18 pt. shown

PACK MY BOX WITH FIVE|12345

72pt 3A 3-1

84pt 3A 3-1

120pt 4A 3-1

Raleigh Cursive 531

18 pt. shown

Pack My Box With Five Dozen Ju|123

12pt 14A 49a 15-1
14pt 13A 46a 13-1

18pt 9A 31a 11-1

24pt* 5A 16a 8-1
*Angle body**Remington No. 2 Typewriter 297**

12 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|A
Pack my box with five dozen jugs|123

12pt 14A 26a 9-1

Royal Script 304

18 pt. shown

Pack My Box With Five Dozen Jugs|123

18pt 8A 27a 11-1

24pt 5A 17a 9-1

Hand-finished

Spartan Black 683

18 pt. shown

PACK MY BOX WITH FIVE DO|
Pack my box with five do|123

8pt 24A 41a 17-1

18pt 9A 17a 7-1

42pt 3A 5a 3-1

10pt 22A 36a 12-1

24pt 7A 11a 4-1

48pt 4A 5a 3-1

12pt 18A 30a 10-1

30pt 5A 9a 4-1

60pt 3A 4a 3-1

14pt 16A 26a 9-1

36pt 4A 6a 3-1

72pt 3A 4a 3-1

Spartan Black Condensed 687

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS|
Pack my box with five dozen jugs|12345

12pt 23A 40a 12-1

36pt 6A 10a 4-1

84pt 3A 4a 3-1

18pt 14A 25a 9-1

48pt 5A 8a 3-1

96pt 3A 4a 3-1

24pt 11A 17a 7-1

60pt 3A 5a 3-1

120pt 3A 4a 3-1

30pt 8A 13a 5-1

72pt 3A 4a 4-1

Spartan Book 707

18 pt. shown

PACK MY BOX WITH FIVE DOZE|
Pack my box with five dozen ju|123

6pt 26A 51a 19-1

12pt 21A 40a 12-1

18pt 11A 22a 9-1

10pt 23A 45a 18-1

14pt 18A 34a 11-1

24pt 9A 16a 7-1

12pt 24A 45a 14-1

Spartan Heavy 685

18 pt. shown

PACK MY BOX WITH FIVE DO|
Pack my box with five doze|123

8pt 26A 46a 19-1

14pt 17A 30a 10-1

30pt 4A 10a 4-1

10pt 23A 40a 13-1

18pt 10A 20a 8-1

36pt 4A 8a 3-1

12pt 20A 34a 11-1

24pt 8A 14a 5-1

48pt 3A 5a 3-1

Spartan Medium 680

18 pt. shown

PACK MY BOX WITH FIVE DOZE|
Pack my box with five dozen|1234

6pt 28A 51a 21-1

14pt 18A 32a 10-1

36pt 5A 9a 4-1

8pt 26A 46a 19-1

18pt 10A 21a 8-1

42pt 4A 8a 4-1

10pt 23A 45a 13-1

24pt 9A 15a 7-1

48pt 4A 7a 3-1

12pt 21A 38a 12-1

30pt 6A 11a 5-1

Spartan Medium Condensed 706

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS | AB
 Pack my box with five dozen jugs | 1234567890

10pt 30A 32a 18-1

14pt 24A 42a 12-1

24pt 12A 19a 8-1

12pt 27A 48a 15-1

18pt 15A 28a 9-1

36pt 7A 12a 6-1

Spartan Medium Italic 681

18 pt. shown

PACK MY BOX WITH FIVE DOZE |
 Pack my box with five dozen | 1234

8pt 25A 48a 19-1

12pt 21A 38a 12-1

18pt 11A 21a 8-1

10pt 23A 43a 13-1

14pt 17A 32a 10-1

24pt 9A 16a 7-1

Stymie Bold 551

18 pt. shown

PACK MY BOX WITH FI |
 Pack my box with five | 123

8pt 20A 41a 13-1

12pt 16A 32a 9-1

24pt 6A 11a 5-1

10pt 17A 37a 11-1

15pt 8A 17a 7-1

36pt 3A 6a 3-1

Stymie Light 553

18 pt. shown

PACK MY BOX WITH FIVE DI |
 Pack my box with five do | 123

6pt 26A 53a 21-1

10pt 20A 35a 12-1

14pt 15A 28a 10-1

8pt 22A 44a 19-1

12pt 18A 34a 12-1

18pt 9A 19a 8-1

Stymie Medium 552

18 pt. shown

PACK MY BOX WITH FIVE|
 Pack my box with five | 1234

6pt 25A 50a 20-1

12pt 17A 33a 10-1

24pt 7A 12a 5-1

8pt 21A 43a 15-1

14pt 14A 27a 9-1

36pt 4A 8a 4-1

10pt 19A 37a 11-1

18pt 9A 19a 7-1

48pt 3A 5a 3-1

Type Roman 509

18-1 shown

PACK MY BOX WITH FIVE DOZEN JUG |
 Pack my box with five dozen jugs | 1234567890

10pt 26A 54a 20-1

14pt 21A 44a 15-1

18-2 15A 33a 13-1

12pt 23A 48a 19-1

18-1 13A 29a 12-1

Type Roman Shaded 481

18-1 shown

PACK MY BOX WITH FIVE DOZEN JUG |
 Pack my box with five dozen jugs | 1234567890

12pt 23A 50a 19-1
14pt 21A 44a 15-1
18-1 15A 34a 13-1
24-1 10A 19a 10-1

Type Script 399

18 pt. shown

Pack My Box With Five Dozen Jugs | 1234567890

14pt 15A 53a 17-1
18pt 10A 32a 13-1
24pt 8A 23a 10-1
Hand-finished

Type Script Extended 400

18 pt. shown

Pack My Box With Five Dozen Jugs | 1234567890

14pt 15A 42c 17-1
18pt 10A 26a 13-1
24pt 8A 18a 10-1
Hand-finished

Type Upright 404

18 pt. shown

Pack My Box With Five Dozen Jugs | 1234567890

12pt 19A 54a 21-1
14pt 17A 50a 20-1
18pt 10A 32a 13-1
24pt 8A 20a 11-1
30pt 6A 16a 9-1

Verona 695

18 pt. shown

PACK MY BOX WITH FIVE DI |
 Pack my box with five dozen jugs | 1234

10pt 22A 48a 19-1
12pt 18A 41a 15-1
18pt 9A 23a 10-1
36pt 4A 9a 5-1

Wedding Text 414

18 pt. shown

Pack My Box With Five Dozen Ju | 123

8pt 17A 50a 20-1
10pt 17A 46a 15-1
12pt 15A 43a 15-1
14pt 14A 38a 12-1
18-1 2A 25a 10-1
18-2 10A 29a 11-1
24-1 7A 18a 8-1
24-2 8A 20a 9-1
30pt 5A 19a 7-1
32pt 5A 17a 5-1
48pt 4A 9a 4-1

Whedons Gothic Outline 722

18 pt. shown

PACK MY BOX WITH FIVE DOZEN LI |
 pack my box with five dozen li | 123

16pt 15A 25a 12-1
24pt 12A 17a 10-1
36pt 8A 11a 7-1

Single-package Assortments of Spaces and Quads

Table 2101 Economy Points

Font No.	Pt.	No. of Lines per Lb. Weight
2101-4	4	.666
2101-6	6	1.
2101-8	8	1.328
2101-10	10	1.664
2101-12	12	2.
2101-14	14	2.32
2101-18	18	3.
2101-24	24	4.
2101-30	30	5.
2101-36	36	6.
2101-42	42	5.25

Assorted Spaces in Separate Packages

Table 2102

Font No.	Pt.	No. of Lines per Lb. Weight
2102-4	4	30
2102-6	6	20
2102-8	8	15
2102-10	10	12
2102-12	12	10
2102-14	14	9
2102-18	18	7
2102-24	24	6
2102-30	30	5
2102-36	36	4
2102-42	42	3
2102-48	48	2
2102-60	60	2
2102-72	72	1

Assorted Quads in Separate Packages

Table 2103

Font No.	Pt.	No. of Lines per Lb. Weight
2103-4	4	30
2103-6	6	20
2103-8	8	15
2103-10	10	12
2103-12	12	10
2103-14	14	9
2103-18	18	7
2103-24	24	6

Larger sizes are on speeds only.

Packages of Spaces Thinner Than Em Quad
and Typewriter JustifiersEach package contains one set width only.
Specify set widths desired and show font number

Table 2104

Font No.	Pt.	No. of Lines per Lb. Weight
2104-4	4	12
2104-6	6	8
2104-8	8	6
2104-10	10	5
2104-12	12	4
2104-14	14	3
2104-18	18	3
2104-24	24	2
2104-30	30	2
2104-36	36	2
2104-42	42	2
2104-48	48	1
2104-60	60	1
2104-72	72	1

Spacing Material

Packages of Em, 2 Em or 3 Em Quads

Each package contains one set width only.

(Weight same as 2104)

Table 2105

Font No.	Pt.	Available Widths
2105-4	4	1, 2 or 3 Em
2105-6	6	1, 2 or 3 Em
2105-8	8	1, 2 or 3 Em
2105-10	10	1, 2 or 3 Em
2105-12	12	1, 2 or 3 Em
2105-14	14	1 or 2 Em
2105-18	18	1 or 2 Em
2105-24	24	1 or 2 Em
2105-30	30	1 Em only
2105-36	36	1 Em only
2105-42	42	1 Em only
2105-48	48	1 Em only
2105-60	60	1 Em only
2105-72	72	1 Em only

Copper and Brass Thin Spaces

Half point Copper and one point Brass Thin Spaces are put up in 2 ounce packages of one body size, either Copper or Brass.

Sizes available: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 point.

SPACES

are non-printing types less than one em in set width. Thickness is commonly designated by the number of pieces that add up to approximately one em, as 5-to-em, 4-to-em, and 3-to-em. ATF Foundry Spaces are graduated on the point-set system to quarter points. 10 point 3-to-em Spaces are $3\frac{1}{2}$ points set; 14 point 3-to-em Spaces are 5 points set. 2-to-em is called EN SPACE.

QUADS

are cast em-set, two-em or three-em. Sizes smaller than 14 point contain all three; 14 point to 24 point do not contain three-em Quads. Larger sizes are em Quads.

Set Widths of Spaces and Quads in Points

Pt. Size	SPACES			QUADS					
	Thin Spaces	Thinner Than 5-em	5 to Em	4 to Em	3 to Em	Em			
4 pt					1½	2	4	8	12
4½					1½	2½	4½	9	13½
5				1½	2	2½	5	10	15
6				1½	2	3	6	12	18
8			1½	2	3	4	8	16	24
10	1½	2	2½	3½	5	10	20	30	
12	2	2½	3	4	6	12	24	36	
14	2	3	4	5	7	14	28		
16	2	3	4	5	8	16	32		
18	2	3	4	6	9	18	36		
24	2	3	4	6	8	12	24	48	
30	3	4	6	8	10	15	30		
36	3	4	6	9	12	18	36		
42	4	6	9	11	14	21	42		
48	4	6	9	12	16	24	48		
60	6	8	12	15	20	30	60		
72	6	9	12	18	24	36	72		

Accented Letters... Spanish

Foleted assortments of Spanish accented letters are available for faces listed below in 6, 8, 10, 12, 14, 18 and 24 pt. Larger sizes may be ordered as sorts, provided matrices are available.

Alternate Gothic #1
Alternate Gothic #2
Bank Gothic Light
Bank Gothic Medium
Bernhard Gothic Heavy
Bernhard Gothic Light
Bernhard Gothic Medium
Bedoni Bold
Bedoni Book
Caslon Bold Condensed
Caslon #540

Century Bold
Century Expanded
Century Expanded Italic
Century Oldstyle
Cheltenham Bold
Cheltenham Bold Condensed
Cheltenham Bold Extra Cond.
Copperplate Gothic Heavy
Copperplate Gothic Heavy
Condensed

Copperplate Gothic Heavy Ext.
Copperplate Gothic Light
Copperplate Gothic Light
Condensed
Copperplate Gothic Light Ext.
Engravers Old English
Engravers Roman
Engravers Shaded
Engravers Text
Garamond

Gothic Condensed #329
Goudy Oldstyle
Kaufmann Bold
Kaufmann Script
Liberty
News Gothic
News Gothic Condensed
News Gothic Extra Condensed
Olivia
Park Avenue

Pirouette Italic
Remington Typewriter
Spartan Heavy
Spartan Medium
Stymie Bold
Stymie Light
Stymie Medium
Typo Raman Shaded
Typo Script
Typo Script Extended
Wedding Text

Sorts of Typecast Products in Foundry Lines

All information given in this schedule applies to items in our current line as well as to inactive items.



What is a Foundry Line?

A "Foundry Line" comprises as many type, cast from one matrix, as can be placed in a 36 pica line (see illustration above).

The cut shown has a 42 point body and a 52 point set width. One 36 pica foundry line = 432 points. Therefore, one line would contain $432 \div 52 = 8$ type.

Why a 36 Pica Line?

A 36 pica line is the foundry's standard production unit. Fonts too, are made up to the 36 pica measure. However, in sorts one line will contain only one kind of letter, figure or other character.

What may be Ordered as Sorts?

Any item, active or inactive, that can be cast by normal methods and for which we have matrices in our possession.

Delivery

Foundry lines are cast as soon as possible after the order reaches the foundry, provided matrices are available. Since sorts are always cast to special order only, immediate delivery cannot be expected. Ask your ATF type dealer for current delivery information on sorts.

**Sorry, Foundry Lines cast to order
may not be returned for credit.**

Adcuts and Logotypes



What are they?

Company or personal signatures, trademarks, emblems, symbols, designs or similar subjects can be cast in type in hard, long-wearing, foundry-type metal. These are called adcuts. Logotypes are combinations of letters, points, figures, fractions, or words which are cast for convenience on one body. All are cast on point-system bodies (the same as foleted type), and supplied in 36-pica foundry lines. And all print better, last longer and cost less than electros! They also phase with active or inactive ATF faces where necessary.

Preparatory Work

There is a charge for tooling and preparation on initial orders, which can be supplied by your Authorized Dealer. Tooling for more elaborate designs, intricate detail, shading, mortising, or other special treatment is subject to prior quotation by ATF.

For best service contact your ATF type dealer

Approximate Quantity of Each Character in ATF Type Fonts
 Use "A" schemes given as key to this table

A I N O R S T , .	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33		
B W Y T	2	2	2	3	3	3	4	4	4	5	5	6	6	7	7	8	8	8	8	9	9	10	10	11	11	11	12	12	13	13	13	13	
C L	2	3	4	4	5	5	6	7	7	8	9	9	10	11	12	12	13	13	13	14	15	16	16	17	17	18							
D H M P U	2	2	3	4	4	5	5	6	7	7	8	8	9	10	10	11	11	12	12	13	13	13	14	15	15	16	16	17	17	18			
E	4	5	6	8	9	10	11	12	13	14	16	17	18	19	21	22	23	24	26	27	28	29	30	32	33	34	35	36	38	39	40		
F G'	2	2	3	3	3	4	4	5	5	6	7	7	8	8	9	9	9	10	10	11	11	12	12	13	13	14	14	15	15	16	16	17	
J K V -	2	2	2	2	3	3	3	4	4	4	5	5	5	6	6	6	7	7	7	8	8	8	8	8	9	9	9	9	9	9	9	9	9
Q X Z & ; ! ?	1	1	1	2	2	2	2	3	3	3	3	3	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5

a i n o r s t	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33		
b g p w y	2	2	2	3	3	3	4	4	5	5	6	6	7	7	8	8	8	9	9	10	10	11	11	11	12	12	13	13	14				
c f m u	2	2	3	4	4	5	5	6	6	7	7	8	8	9	9	10	10	11	11	12	12	13	13	14	15	15	16	16	17	17	18		
d	2	3	3	4	4	5	5	6	7	8	8	9	9	10	11	11	12	12	13	13	14	14	15	16	17	17	18	18	19	19	20		
e	4	5	6	8	9	10	12	13	14	16	17	19	20	21	23	24	25	27	28	29	30	32	33	35	36	37	38	40	41	43	44		
h l	2	3	4	4	5	5	6	7	8	8	9	9	10	11	12	12	13	13	14	15	16	16	17	18	19	19	20	20	21	21	22		
j k v	2	2	2	2	3	3	4	4	4	5	5	5	6	6	7	7	7	7	8	8	8	9	9	9	9	9	9	9	9	9	9	9	9
q x z	1	1	1	2	2	2	2	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
r	2	2	3	4	4	5	5	6	7	7	8	8	9	10	10	11	11	12	12	13	13	14	14	15	16	17	17	18	18	19	19	20	
~	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3
~	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

I	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
2 3 4 5 6 7 8 9 \$,	2	3	4	4	5	6	7	8	9	10	11	12	13	14	15	16	18	19	20	21	22	23	24	25	26	27	28				
O	3	5	6	7	8	10	11	12	13	15	17	18	19	20	21	22	24	26	28	29	30	31	32	34	35	36	37	38	39		

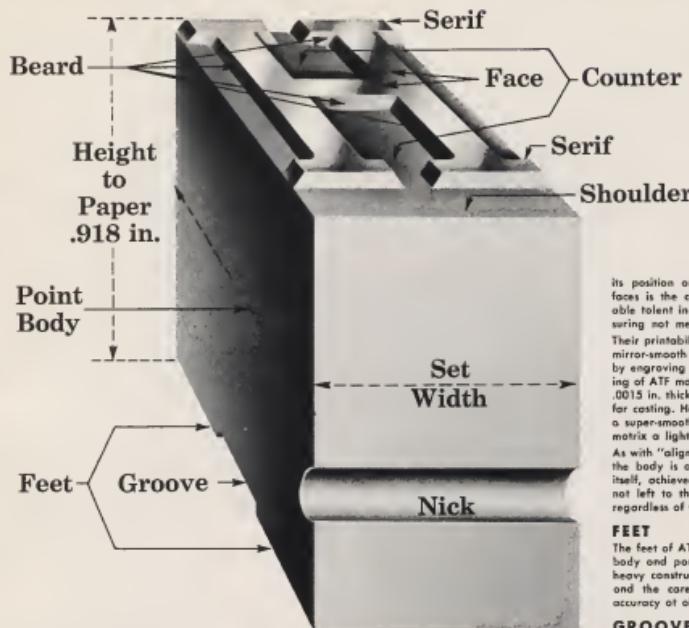
A I N O R S T , .	34	35	36	37	38	39	40	41	42	43	44	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75	
B W Y T	14	14	15	15	16	16	17	17	18	18	19	19	20	20	21	21	22	22	23	23	24	25	26	27	28	29	30	31	32	33		
C L	22	23	24	25	25	26	27	28	28	29	30	31	32	32	33	33	34	35	35	36	37	37	39	40	42	43	45	47	49	50		
D H M P U	18	19	19	20	20	21	21	22	22	23	24	25	26	26	27	27	28	28	29	29	31	32	34	35	36	37	38	39	40	41		
E	41	42	43	45	46	47	48	50	51	52	53	54	55	57	59	60	61	62	63	65	65	67	69	72	73	77	80	84	87	90	93	
F G'	16	16	17	18	18	19	19	20	20	21	21	22	22	22	23	23	24	24	25	25	26	27	28	29	30	32	33	34	35	35	36	
J K V -	9	9	9	9	10	10	10	10	10	11	11	11	11	12	12	12	12	13	13	13	13	14	14	14	15	15	15	15	15	15	15	15
Q X Z & ; ! ?	6	6	6	6	6	7	7	7	7	7	8	8	8	8	8	8	8	8	8	8	8	9	9	9	9	10	10	10	10	11	11	11

a i n o r s t	34	35	36	37	38	39	40	41	42	43	44	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75						
b g p w y	14	14	15	15	16	16	17	17	18	18	19	19	20	20	21	21	22	22	23	23	24	25	26	27	28	29	30	31	32	33	34						
c f m u	16	19	19	20	20	21	21	22	22	23	24	25	26	26	27	27	28	28	29	29	30	32	33	35	36	37	38	39	40	41	42						
d	20	21	22	23	23	24	24	25	25	26	26	27	28	29	29	30	30	31	31	32	33	34	34	36	38	39	40	42	43	45	47						
e	45	47	49	51	52	53	54	56	57	59	60	61	62	64	65	67	68	69	70	72	73	77	78	80	84	87	90	93	97	100	101						
h l	22	23	24	25	25	26	27	28	28	29	30	31	32	32	33	33	34	35	36	37	37	39	40	41	43	45	47	49	50	51	52						
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q x z	6	6	6	6	6	6	7	7	7	7	7	8	8	8	8	8	8	8	8	8	8	9	9	9	9	10	10	10	10	11	11	11	11	11	11		
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I	34	35	36	37	38	39	40	41	42	43	44	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75

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THE ANATOMY OF ATF TYPE



ALIGNMENT

In ATF type, alignment is built into the matrix. The base, or line, of the letter is an integral dimension of the matrix and is not left to the casting machine operator's discretion. Every letter cast from ATF matrices will align regardless of when it is cast. Casting machines not having this feature cannot consistently cast quality type. Accordingly, carelessness, lack of skill on the part of the operator, slippage or wear on all result in different adjustment and alignment on different letters or different castings.

BODY

An efficient body must be strong. Making metal hard is a simple matter, but a metal that will withstand abrasion by paper stocks as well as the abusive pressures of printing and reproduction methods such as stereotyping, electrotyping, rubber plate molding, etc., must be more than hard. It must be tough. ATF type is tough but its toughness rests not alone in the metal formula. To produce a tightly compressed, fine grain metal the molten metal must be cast at high temperature under high pressure in a water-cooled mold. Ordinary type casting machines cannot match the high pressures or high temperatures of ATF casters and few are equipped with water-cooled molds. In conse-

quence, many competitors are unable to match the hardness of ATF type, even if they use ATF metal. By the same token, we can cast harder type from their metal than they can.

Accuracy is another important requisite of the type body. If the body of a character tapers in any direction or if its four sides are not of square, this character cannot set snugly against its neighbors, is bound to produce a spongy line or form. Here, again, this heavily constructed, non-adjustable mold which characterizes ATF casters assures a degree of accuracy which others can seldom match.

COUNTER AND DEPTH

ATF matrices are engraved—not stamped—in hard nickel brass. They are cut with precision tools which assure clean walls and sharp edges, even of maximum depths. Most matrices are stamped or punched, rather than engraved. Because of this fact they require a softer brass and there is a definite limitation on the depth which the punches can be driven, particularly in the shaping of counters.

FACE

The face of ATF type has three distinctive features—its design, the efficiency with which it lays ink onto paper uniformly and sharply and

its position on the body. The design of ATF faces is the combined work of the best available talent in type design and type layout, securing not merely novel but PRACTICAL faces. Their printability comes from their sharp edged, mirror-smooth face and can be obtained only by engraving of the finest sort. The final engraving of ATF matrices is done with tools as fine as .0015 in. thickness, which provide a fine surface for casting. However, ATF goes further to obtain a super-smooth printing surface by giving each matrix a light finishing coat of chromium.

As with "alignment," the position of the face on the body is a precise dimension the matrix itself, achieved by expert hand finishing. It is not left to the operator, hence it is identical, regardless of when the type is cast.

FEET

The feet of ATF type are always square with the body and parallel to the face, because of the heavy construction of the mold on ATF casters and the care expended in maintaining their accuracy at all times.

GROOVE

The groove in ATF type is machined during the casting operation. ATF casting machine operators are careful to keep their grooving knives both sharp and properly adjusted and thus avoid the burrs that make some other types more than type high or uneven on their feet.

SET

The set of ATF type, like its "alignment," is built into the matrix and is not subject to the variations of an adjustable mold. That the set is always identical in ATF type, regardless of when it is cast, is further guaranteed by the fact that the precise dimension of each character is stamped on the matrix as a guide to the operator and the inspectors who maintain a constant check on the accuracy of the ATF product.

Good letter spacing is normal with ATF type. Each character is fitted individually to look its best with all other letters in its alphabet. Overhanging letters set well because they are properly kerned and rubbed—a PLUS VALUE in ATF type.

TYPE HEIGHT

The carefully controlled depth of ATF's engraved matrices, plus the equally accurate height of ATF molds, produces type of consistently uniform height. Another precaution against inaccuracy is the rigid ATF inspection which discards any type that is over .0005 in. high or low.

ATF Types Offer You

numerous possibilities to express your message in the type best suited to the job. Specimen lines of more than 125 different faces are shown in this new index of ATF Types.

Skilled use of these types will add color and interest to any printed piece. Several of the new faces were designed to give display lines a "handlettered" look at only a fraction of the cost of made-to-order lettering!

Best for Printing and Reproduction Proofs

As most printers know, *ATF type is the best quality foundry type available.* Because of a superior metal alloy used in a precision casting operation, it lasts longer and prints more clearly, with well defined detail. This makes it ideal not only for printing direct from the type, but also for top quality reproduction proofs. Yet ATF type costs little, particularly in the smaller sizes which many printers use only once and discard, without distribution.

Offer Your Customers a Versatile Type Service with Only a Modest Investment

If you are thinking of adding a casting machine, particularly one for display lines, consider the advantages of far lower investment and greater flexibility of a selection of foundry type.

The wide range of styles and sizes available to you as you need them — the lower cost that makes it possible to discard old faces and add new ones as your requirements change — enable you to offer the most versatile type service with the smallest investment.

ATF Types are Readily Available

ATF's network of type dealerships throughout the country insures immediate availability at convenient locations. In addition, a reserve stock is maintained at the foundry in Elizabeth, New Jersey.

For quickest service, send your orders for type and foundry products to the authorized ATF Type Dealer in your area.

AMERICAN TYPE FOUNDERS COMPANY
TYPE DIVISION
200 ELMORA AVENUE, ELIZABETH, N.J. 07202 PHONE 201-353-1000

One of the White Consolidated Industries

